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WISN-TV
(Milwaukee, WI)

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# ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> ad buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

Cand	idate/Issue	Ar	MERICAN CR	assroals	
candi	t Dates (if one folder is used per date, a separate checklist must be leted for each flight)	/	0/23/12-1	0/29/12	
					<u>Initials</u>
1.	Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-1	7)	Date:	10/22/12	Qu.
2.	Original contract showing requested time (when available)		Date:	10/10/12	De
3.	Updated contracts as order changes.		Date:		-
1	Invoice of schedule as actually broadcast including amount of rebates given (exact date, time, class of time and amount for each rebate), if any	st, et	Date:	1/8/13	& Se
			Checklist Com	pleted:	
		Ву:	- El		
		Date:	1/8/13		
	,		### T		

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and					te:
WS	UN, MKUN.	KET		10,	119/12
I. Stephanie N	/laroney			•	
	st station time conce	erning the follo	wing issue:		
American Cro 1401 New Yor Washington, I Treasurer: Ma	rk Avenue Suite 1 DC 20005	200		***************************************	
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	Se	a Sc Ampelia	+00-C		
Total Charg	ges: <sup>9</sup> /47,450	u/ Gas	5		
This broadcast to	ime will be used by:	Americar	n Crossroad	<b>S</b>	
	rogramming ( elating to any				
	□ Yes			$oxed{\mathbb{N}_0}$	

For programming that "communi- importance," list the name of the office(s) being sought and the dat	legally qualified candidate(s) the e(s) of the election(s) (if applical	programming refers to, the ble):
For programming that "communic importance," attach Agreed Upon		olitical matter of national
I represent that the payment for the	he above described broadcast tim	ne has been furnished by:
Treasurer Margee Clancy		
and you are authorized to announ furnishing the payment, if other the		erson or entity. The entity
a corporation; a comm	ittee; 🗵 an association; 🗌 o	r other unincorporated group.
The names, offices, and addresse agents of the entity are named be	s of the chief executive officers, low (may be attached separately	directors, and/or authorized ):
THIS STATION DOES NOT DIS		
I agree to indemnify and hold harm reasonable attorney's fees, that may advertisement(s). For the above-st transcript, or tape, which will be before the time of the scheduled b	ensue from the broadcast of the ated broadcast(s), I also agree delivered to the station at least	above-requested to prepare a script,
TO BE SIG	NED BY ISSUE ADVI	ERTISER
10/19/12 Stur	m/Muz_	703-299-1760
Date	ignature	Contact Phone Number
TO BE SIGN	ED BY STATION REF	PRESENTATIVE
☐ Accepted	Accepted in Part	Rejected
Signature	Printed Name	Title

### CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Cross Roads Media 3704 W Lincoln Way Suite 293 Ames, IA 50014

	A				
!	Contract / Re	vision		Alt Order #	<u> </u>
	962682	1		06368269	
Product	<u> </u>				
AMERICAN CROSSROADS	S				
Contract Dates	Estimate #				
10/23/12 - 10/29/12	1135				
Advertiser			Or	iginal Date	/ Revision
American Crossroads					/ 10/10/12
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broado			Cash
	<u>Station</u>	Accour	ıt E	xecutive	Sales Office
	WISN	Will Hil	deb	yrandt	HRP -Washingto
	Special Handl	ling			L
[					
	<u>Demographic</u>				
ļ	Adults 35+				
					Total Ratings
Į				ļ	356.20
ļ	IDB#	Adverti	ser	Code	Product Code
_		11			27
1	Agency Ref			Advertiser	Ref

*Line Ch Start Date End Date Description	Start/End Time Days	Spots/ Length Week	Rate Rtn TypeSpots	Amount
N 1 WISN 10/23/12 10/28/12 DR. OZ ON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	1a-2a <u>Rate</u> <u>Rating</u> \$50.00 0.60	:30	NM 1	\$50.00
N 2 WISN 10/23/12 10/28/12 Late News 10PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	10-1030p <u>Rate</u> <u>Rating</u> \$3,000.00 8,20	:30	NM 1	\$3,000.00
N 3 WISN 10/23/12 10/28/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	10-11am <u>Rate</u> <u>Rating</u> \$2,000.00 3.40	:30	NM 1	\$2,000.00
N 4 WISN 10/23/12 10/28/12 Late News 1030PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	1030p-11p <u>Rate</u> <u>Rating</u> \$1,500.00 5.10	:30	NM 1	\$1,500.00
N 5 WISN 10/23/12 10/28/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	11p-1130p <u>Rate</u> <u>Rating</u> \$1,000.00 3.20	:30	NM 1	\$1,000.00
N 6 WISN 10/23/12 10/28/12 Jimmy Kimmel <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121- 1	1130-1230a <u>Rate</u> <u>Rating</u> \$400.00 1.80	:30	NM 1	\$400.00
N 7 WISN 10/23/12 10/28/12 ANDERSON COOPER  Start Date	M-F 11A-12P <u>Rate</u> <u>Rating</u> \$250.00 1.80	:30	NM 1	\$250.00
N 8 WISN 10/23/12 10/28/12 ET M-F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	1230a-1a <u>Rate</u> <u>Rating</u> \$100.00 1.00	:30	NM 1	\$100.00
N 9 WISN 10/23/12 10/28/12 KATIE COURIC  Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1	M-F 2-3P <u>Rate</u> Rating \$400.00 1.20	:30	NM 1	\$400.00
N 10 WISN 10/23/12 10/28/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	4P-5P <u>Rate</u> Rating \$750.00 2.90	:30	NM 1	\$750.00
N 11 WISN 10/23/12 10/28/12 News M-F 430a	430-5a	:30	NM 1	\$150.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bilts are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 962682 06368269 **Contract Dates** Product Estimate # 10/23/12 - 10/29/12 AMERICAN CROSSRO 1135

<u>Advertiser</u> Original Date / Revision 10/10/12 / 10/10/12 **American Crossroads** 

*Line Ch Start Date End Date Description	Start/End Time Da	Spots/ lys Length Week	Rate Rtn TypeSp	ots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        1         1	Rate Rating \$150.00 0.90				, arround
N 12 WISN 10/23/12 10/28/12 News M-F 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	5-530pm <u>Rate</u> <u>Rating</u> \$1,800.00 6.00	:30	NM	1	\$1,800.00
N 13 WISN 10/23/12 10/28/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	5-6A <u>Rate</u> <u>Rating</u> \$1,000.00 2.80	:30	NM	1	\$1,000.00
N 14 WISN 10/23/12 10/28/12 News M-F 6p  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/121 1	6-630pm <u>Rate</u> <u>Rating</u> \$3,500.00 6.70	:30	NM	1	\$3,500.00
N 15 WISN 10/23/12 10/28/12 Entertainment Tonight  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/121 1	630p-7pm <u>Rate</u> <u>Rating</u> \$3,000.00 5.40	:30	NM	1	\$3,000.00
N 16 WISN 10/23/12 10/28/12 LIVE WITH KELLY & MICH Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1	A 9-10am <u>Rate</u> <u>Rating</u> \$1,000.00 4.10	:30	NM	1	\$1,000.00
N 17 WISN 10/29/12 10/29/12 DR. OZ ON  Start Date	1a-2a <u>Rate</u> <u>Rating</u> \$50.00 0.60	:30	ММ	1	\$50.00
N 18 WISN 10/29/12 10/29/12 Late News 10PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 1 1	10-1030p <u>Rate</u> <u>Rating</u> \$3,000.00 8.20	:30	NM	1	\$3,000.00
N 19 WISN 10/29/12 10/29/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 1 1	10-11am <u>Rate</u> <u>Rating</u> \$2,000.00 3.40	:30	NM	1	\$2,000.00
N 20 WISN 10/29/12 10/29/12 Late News 1030PM  Start Date End Date Weekdays Spots/Week  Week: 10/29/12 11/04/12 1 1	1030p-11p <u>Rate</u> <u>Rating</u> \$1,500.00 5.10	:30	NM	1	\$1,500.00
N 21 WISN 10/29/12 10/29/12 Nightline  Start Date End Date Weekdays Spots/Week  Week: 10/29/12 11/04/12 1 1	11p-1130p <u>Rate</u> <u>Rating</u> \$1,000.00 3.20	:30	NM	1	\$1,000.00
N 22 WISN 10/29/12 10/29/12 Jimmy Kimmel  Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	1130-1230a <u>Rate</u> <u>Rating</u> \$400.00 1.80	:30	NM	1	\$400.00
N 23 WISN 10/29/12 10/29/12 ANDERSON COOPER  Start Date	M-F 11A-12P <u>Rate</u> <u>Rating</u> \$250.00 1.80	:30	MM	1	\$250.00
N 24 WISN 10/29/12 10/29/12 ET M-F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 1 1	1230a-1a <u>Rate</u> <u>Rating</u> \$100.00 1.00	:30	NM	1	\$100.00
N 25 WISN 10/29/12 10/29/12 KATIE COURIC  Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	M-F 2-3P <u>Rate</u> <u>Rating</u> \$400.00 1.20	:30	NM	1	\$400.00
N 26 WISN 10/29/12 10/29/12 3-4p  Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	3-4p <u>Rate</u> <u>Rating</u> \$1,250.00 2.80	:30	NM	1	\$1,250.00
N 27 WISN 10/29/12 10/29/12 DR. OZ Start Date End Date Weekdays Spots/Week	4P-5P Rate Rating	:30	NM	1	\$750.00

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	Contract / Revision 962682 /	Alt Order # 06368269
Contract Dates 10/23/12 - 10/29/12	Product AMERICAN CROSSRO	Estimate #
Advertiser American Crossroads		inal Date / Revision 0/10/12 / 10/10/12

*Line Ch Start Date End Date Description	Start/End Time Days	Spots/ Length Week Rate Rtn	T O (	
Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12         1         1	Rate Rating	Length Week Rate Rtn	Type Spots	Amount
N 28 WISN 10/29/12 10/29/12 News M-F 430a  Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	\$750.00 2.90 430-5a <u>Rate</u> <u>Rating</u> \$150.00 0.90	:30	NM 1	\$150.00
N 29 WISN 10/29/12 10/29/12 News M-F 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 1 1	5-530pm <u>Rate</u> <u>Rating</u> \$1,800.00 6.00	:30	NM 1	\$1,800.00
N 30 WISN 10/29/12 10/29/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 1 1	5-6A <u>Rate</u> <u>Rating</u> \$1,000.00 2.80	:30	NM 1	\$1,000.00
N 31 WISN 10/29/12 10/29/12 News M-F 6p  Start Date	6-630pm <u>Rate</u> <u>Rating</u> \$3,500.00 6.70	:30	NM 1	\$3,500.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12         1         1	630p-7pm <u>Rate</u> <u>Rating</u> \$3,000.00 5.40	:30	NM 1	\$3,000.00
N 33 WISN 10/29/12 10/29/12 LIVE WITH KELLY & MICHA  Start Date End Date Weekdays Spots/Week  Week: 10/29/12 11/04/12 1 1	9-10am <u>Rate</u> <u>Rating</u> \$1,000.00 4.10	:30	NM 1	\$1,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12         1         1	Mon 9-10p Rate Rating \$7,500.00 16.70	:30	NM 1	\$7,500.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        1-         1	10-1035p <u>Rate</u> <u>Rating</u> \$850.00 2.80	:30	NM 1	\$850.00
Week: 10/22/12 End Date Weekdays Spots/Week	INSIDE HUD 1035 <sub>1</sub> Rate Rating \$250.00 1.30	:30	NM 1	\$250.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        1-         1	230p-6p <u>Rate</u> <u>Rating</u> \$20,000.00 4.90	:30	NM 1	\$20,000.00
Start Date         End Date         Weekdays         Spots/Week           Week:         10/22/12         10/28/12        1-         1	456-6AM <u>Rate</u> <u>Rating</u> \$250.00 2.10	:30	NM 1	\$250.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        1-         1	6-630pm <u>Rate</u> <u>Rating</u> \$1,000.00 5.30	:30	NM 1	\$1,000.00
N 40 WISN 10/23/12 10/28/12 BIG 12 SPORTS SATURDAY  Start Date	630-7p, 6-630p <u>Rate</u> <u>Rating</u> \$500.00 4.70	:30	NM 1	\$500.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 10/22/1210/28/121-1	7-9am <u>Rate</u> <u>Rating</u> \$500.00 3.00	:30	NM 1	\$500.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        1         1	10p-1030p <u>Rate</u> <u>Rating</u> \$3,000.00 6.80	:30	NM 1	\$3,000.00
N 43 WISN 10/23/12 10/28/12 Chris Matthews Start Date End Date Weekdays Spots/Week	1030a-11a <u>Rate</u> <u>Rating</u>	:30	NM 1	\$150.00

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specified.

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759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 962682 /	Alt Order # 06368269
<u>Contract Dates</u> 10/23/12 - 10/29/12	Product AMERICAN CROSSRO	Estimate # 0/1135
Advertiser  American Crossroads		inal Date / Revision 0/10/12 / 10/10/12

*Line Ch Start Date End Date Description	Ctow/End 7		Spots/			
Start Date End Date Weekdays Spots/Week		ime Days	Length Week	Rate Rtn Types	Spots	Amount
Week: 10/22/12 10/28/121 1	<u>Rate</u> \$150.00	0.50				
N 44 WISN 10/23/12 10/28/12 Upfront	11-1130p		:30	NM	1	#200 oo
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        1         1	<u>Rate</u> \$200.00	Rating 2.20		14141	1	\$200.00
N 45 WISN 10/23/12 10/28/12 Su 458-6a	458-6AM		:30	NM	1	#200 oo
	<u>Rate</u> \$200.00	Rating 1.40	100	i AIAI	1	\$200.00
N 46 WISN 10/23/12 10/28/12 News Sun 530pm	530-6p		:30	NM	1	£1 000 00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        1         1	Rate \$1,000.00	Rating 3.00		i AlAt	,	\$1,000.00
N 47 WISN 10/23/12 10/28/12 Sun GMA	6-7a		:30	NM	1	\$400.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        1         1	<u>Rate</u> \$400.00	Rating 2.50		14141	•	\$400.00
	7-9am		:30	NM	1	\$400.00
vveek. 10/22/12 10/28/121 1	<u>Rate</u> \$400.00	Rating 3.30		,	•	Ψ400.00
N 49 WISN 10/23/12 10/28/12 Sun 9-930a	9-930a		:30	NM	1	\$2,500.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        1         1	<u>Rate</u> \$2,500.00	Rating 1.70			•	<b>42,000.00</b>
N 50 WISN 10/23/12 10/28/12 DR. OZ ON	1a-2a		:30	NM	1	\$50.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        1         1	<u>Rate</u> \$50.00	Rating 0.60			•	
	10-1030p		:30	NM	1	\$3,000.00
Start Date Week: 10/22/12End Date 10/28/12Weekdays 1Spots/Week1	<u>Rate</u> \$3,000.00	Rating 8.20			·	40,000.00
	10-11am		:30	NM	1	\$2,000.00
Week: 10/22/12 10/28/121 1	<u>Rate</u> \$2,000.00	Rating 3.40			·	Ψ <u>2,000.00</u>
N 53 WISN 10/23/12 10/28/12 Late News 1030PM	1030p-11p		:30	NM	1	\$1,500.00
vveek. 10/22/12 10/28/121 1	<u>Rate</u> \$1,500.00	Rating 5.10			·	ψ1,000.00
	11p-1130p		:30	NM	1	\$1,000.00
Week: 10/22/12 10/28/121 1	<u>Rate</u> \$1,000.00	Rating 3.20			·	\$1,000.00
	1130-1230a		:30	NM	1	\$400.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        1         1	<u>Rate</u> \$400.00	Rating 1.80			•	Ψ400.00
N 56 WISN 10/23/12 10/28/12 ANDERSON COOPER	M-F 11A-12P		:30	NM	1	6050.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        1         1		Rating 1.80	.00	14141	1	\$250.00
N 57 WISN 10/23/12 10/28/12 ET M-F	1230a-1a		:30	NM	1	6400.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        1         1	<u>Rate</u> \$100.00	Rating 1.00	·- <del>·</del>	PAIAI	1	\$100.00
N 58 WISN 10/23/12 10/28/12 KATIE COURIC	M-F 2-3P		:30	NM	1	9400.00
Week: 10/22/12 End Date Weekdays Spots/Week  10/22/12 10/28/121 1	<u>Rate</u> \$400.00	Rating 1.20	• •	1 4141	'	\$400.00
	3-4p		:30	NM	1	\$1,250.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	Rating		1 111/	'	\$1,400,00

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 962682 06368269 Contract Dates Product Estimate #

10/23/12 - 10/29/12 AMERICAN CROSSRO 1135

Advertiser Original Date / Revision 10/10/12 / 10/10/12 **American Crossroads** 

Spots/

*Line Ch Start Date End Date Description	Start/End	Time Days Len	igth Week Rate Rtn	Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>S</u> Week: 10/22/12 10/28/121	<u>Spots/Week</u> <u>Rate</u> 1 \$1,250.00	Rating 2.80			
N 60 WISN 10/23/12 10/28/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>S</u> Week: 10/22/12 10/28/121	4P-5P Spots/Week Rate 1 \$750.00	Rating 2.90	:30	NM 1	\$750.00
Week: 10/22/12 10/28/121	a 430-5a <u>Spots/Week</u> <u>Rate</u> 1 \$150.00	Rating 0.90	:30	NM 1	\$150.00
Week: 10/22/12 10/28/121	5-530pm Spots/Week <u>Rate</u> 1 \$1,800.00	Rating 6.00	:30	NM 1	\$1,800.00
Week: 10/22/12 10/28/121	5-6A Spots/Week <u>Rate</u> 1 \$1,000.00	Rating 2.80	:30	<b>NM</b> 1	\$1,000.00
Week: 10/22/12 10/28/121	6-630pm <u>Rate</u> 1 \$3,500.00	Rating 6.70	:30	<b>N</b> M 1	\$3,500.00
Week: 10/22/12 10/28/121	6-630pm <u>Spots/Week</u> <u>Rate</u> 1 \$3,000.00	Rating 5.40	:30	NM 1	\$3,000.00
Week: 10/22/12 10/28/121		Rating 4.10	:30	NM 1	\$1,000.00
Week: 10/22/12 10/28/12 -1	1a-2a <u>pots/Week Rate</u> 1 \$50.00		:30	NM 1	\$50.00
N 68 WISN 10/23/12 10/28/12 Late News 10P  Start Date End Date Weekdays S  Week: 10/22/12 10/28/12 -1		Rating 8.20	:30	NM 1	\$3,000.00
Week: 10/22/12 10/28/12 -1	1 \$2,000.00	Rating 3.40	:30	NM 1	\$2,000.00
N 70 WISN 10/23/12 10/28/12 Late News 1036  Start Date End Date Weekdays S  Week: 10/22/12 10/28/12 -1	0PM 1030p-11p <u>pots/Week Rate</u> 1 \$1,500.00	Rating 5.10	:30	NM 1	\$1,500.00
N 71 WISN 10/23/12 10/28/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>S</u> Week: 10/22/12 10/28/12 -1	11p-1130p pots/Week <u>Rate</u> 1 \$1,000.00	Rating 3.20	:30	NM 1	\$1,000.00
N 72 WISN 10/23/12 10/28/12 Jimmy Kimmel <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>S</u> Week: 10/22/12 10/28/12 -1	pots/Week Rate	Rating	:30	NM 1	\$400.00
N 73 WISN 10/23/12 10/28/12 ANDERSON CO <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>S</u> Week: 10/22/12 10/28/12 -1		Rating	:30	NM 1	\$250.00
N 74 WISN 10/23/12 10/28/12 ET M-F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>S</u> Week: 10/22/12 10/28/12 -1	1230a-1a <u>pots/Week</u> <u>Rate</u> 1 \$100.00	Rating 1.00	:30	NM 1	\$100.00
N 75 WISN 10/23/12 10/28/12 KATIE COURIC Start Date End Date Weekdays S		Rating	:30	NM 1	\$400.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict when the specified.



**WISN TV** 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 962682 06368269 Contract Dates Product Estimate # 10/23/12 - 10/29/12 AMERICAN CROSSRO/1135

Advertiser Original Date / Revision American Crossroads 10/10/12 / 10/10/12

thing Ob Out Date To the			Spots/			
*Line Ch Start Date End Date Description  Start Date End Date Weekdays Snots/Week		ime Days	Length Week	Rate Rtn Type S	Spots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12         -1         1	<u>Rate</u> \$400.00	Rating 1.20				
N 76 WISN 10/23/12 10/28/12 DR. OZ	4P-5P		:30	NM	1	\$750.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12         -1         1	<u>Rate</u> \$750.00	Rating 2.90			•	Ψ/ 30,00
N 77 WISN 10/23/12 10/28/12 News M-F 430a	430-5a	2.50	:30	NM	4	8450.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 -1 1	<u>Rate</u> \$150.00	Rating	.50	14/41	1	\$150.00
N 78 WISN 10/23/12 10/28/12 News M-F 5p	5-530pm	0.90	:30			
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 -1 1	<u>Rate</u>	Rating	.30	NM	1	\$1,800.00
N 79 WISN 10/23/12 10/28/12 News M-F 5a	\$1,800.00	6.00				
Start Date End Date Weekdays Spots/Week	5-6A <u>Rate</u>	Rating	:30	NM	1	\$1,000.00
Week: 10/22/12 10/28/12 -1 1  N 80 WISN 10/23/12 10/28/12 News M-F 6p	\$1,000.00	2.80				
Start Date End Date Weekdays Spots/Week	6-630pm Rate	Rating	:30	NM	1	\$3,500.00
Week: 10/22/12 10/28/12 -1 1	\$3,500.00	6.70				
N 81 WISN 10/23/12 10/28/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week	630p-7pm	Deties	:30	NM	1	\$3,000.00
Week: 10/22/12 10/28/12 -1 1	<u>Rate</u> \$3,000.00	Rating 5.40				
N 82 WISN 10/23/12 10/28/12 HappyEnd/Apt23 Start Date End Date Weekdays Spots/Week	Tue 8-9p		:30	NM	1	\$5,500.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12         -1         1	<u>Rate</u> \$5,500.00	Rating 10.10				+ - 1
N 83 WISN 10/23/12 10/28/12 LIVE WITH KELLY & MICH/			:30	NM	1	£1 000 00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12         -1         1	<u>Rate</u> \$1,000.00	Rating 4.10		14141	,	\$1,000.00
N 84 WISN 10/23/12 10/28/12 DR. OZ ON	1a-2a	4.10	:30	N/A	a	
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        1         1	Rate	Rating	.00	NM	1	\$50.00
N 85 WISN 10/23/12 10/28/12 Late News 10PM	\$50,00 10-1030p	0.60				
Start Date End Date Weekdays Spots/Week	Rate	Rating	:30	NM	1	\$3,000.00
Week: 10/22/12 10/28/121 1  N 86 WISN 10/23/12 10/28/12 The View	\$3,000.00	8.20				
Start Date	10-11am <u>Rate</u>	Rating	:30	NM	1	\$2,000.00
Week: 10/22/12 10/28/121 1	\$2,000.00	3.40				
N 87 WISN 10/23/12 10/28/12 Late News 1030PM Start Date End Date Weekdays Spots/Week	1030p-11p	Define	:30	NM	1	\$1,500.00
Week: 10/22/12 10/28/121 1	<u>Rate</u> \$1,500.00	Rating 5.10				
N 88 WISN 10/23/12 10/28/12 Nightline Start Date End Date Weekdays Spots/Week	11p-1130p		:30	NM	1	\$1,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        1         1	<u>Rate</u> \$1,000.00	Rating 3.20				, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
N 89 WISN 10/23/12 10/28/12 Jimmy Kimmel	1130-1230a		:30	NM	1	\$400.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        1         1	<u>Rate</u> \$400.00	Rating 1,80			'	\$400.00
N 90 WISN 10/23/12 10/28/12 ANDERSON COOPER	M-F 11A-12P	1.00	:30	NIRA	,	0055
Start Date End Date Weekdays Spots/Week	Rate	Rating	.50	NM	1	\$250.00
N 91 WISN 10/23/12 10/28/12 ET M-F	\$250.00 1230a-1a	1.80	-20			
Start Date End Date Weekdays Spots/Week	Rate	Rating	:30	NM	1	\$100.00
	_	<del></del>				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



	Contract / Revision 962682 /	Alt Order # 06368269				
Contract Dates 10/23/12 - 10/29/12	Product AMERICAN CROSSE	Estimate #				
Advertiser American Crossroads		riginal Date / Revision 10/10/12 / 10/10/12	7			

*Line Ch Start Date End Date Description	Start/End T	ime Days	Spots/ Length Week	Rate Rtn Type	Snots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        1         1	<u>Rate</u> \$100,00	Rating 1.00		.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	<del>opoto</del>	Attiount
N 92 WISN 10/23/12 10/28/12 KATIE COURIC  Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1	M-F 2-3P Rate \$400.00	Rating 1.20	:30	NM	1	\$400.00
N 93 WISN 10/23/12 10/28/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	3-4p <u>Rate</u> \$1,250.00	Rating 2.80	:30	NM	1	\$1,250.00
N 94 WISN 10/23/12 10/28/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	4P-5P <u>Rate</u> \$750.00	Rating 2.90	:30	NM	1	\$750.00
N 95 WISN 10/23/12 10/28/12 News M-F 430a  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/121 1	430-5a <u>Rate</u> \$150.00	Rating 0.90	:30	NM	1	\$150.00
N 96 WISN 10/23/12 10/28/12 News M-F 5p  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/121 1	5-530pm <u>Rate</u> \$1,800.00	Rating 6.00	:30	NM	1	\$1,800.00
N 97 WISN 10/23/12 10/28/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	5-6A <u>Rate</u> \$1,000.00	Rating 2.80	:30	NM	1	\$1,000.00
N 98 WISN 10/23/12 10/28/12 News M-F 6p  Start Date	6-630pm <u>Rate</u> \$3,500.00	Rating 6.70	:30	MM	1	\$3,500.00
N 99 WISN 10/23/12 10/28/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1	630p-7pm <u>Rate</u> \$3,000.00	Rating 5.40	:30	NM	1	\$3,000.00
N 100 WISN 10/23/12 10/28/12 LIVE WITH KELLY & MICHA  Start Date		Rating 4.10	:30	NM	1	\$1,000.00
			Totals	356.20	100	\$147,450.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	82	\$118,800.00	\$100,980.00
10/29/12 -10/29/12	18	\$28,650.00	\$24,352.50
Totals	100	\$147,450.00	\$125,332,50

Signature:	Date:
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(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc. does not discriminate in the sale of advertising time, and will account a detection with a local with a local

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

## TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

#### 1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

#### 2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

#### 3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

#### 4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

#### 5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise substitute date and time, at no additional charge therefor.

#### . AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

#### 7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

#### 8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

#### 9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

materials and other p connection with broad	(Opo. () (01)	The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercia shed by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in tafter its prior approval.
	(c)	Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereoft and Agency will get as agent for a disclosed principal (i.e., the Advertiser named on the face hereoft and Agency will get as agent for a disclosed principal (i.e., the Advertiser named on the face hereoft and Agency will get as agent for a disclosed principal (i.e., the Advertiser named on the face hereoft and Agency will get as agent for a disclosed principal (i.e., the Advertiser named on the face hereoft and Agency will get as agent for a disclosed principal (i.e., the Advertiser named on the face hereoft and Agency will get as a gent for a disclosed principal (i.e., the Advertiser named on the face hereoft and Agency will get as a gent for a disclosed principal (i.e., the Advertiser named on the face hereoft and Agency will get as a gent for a disclosed principal (i.e., the Advertiser named on the face hereoft and th

(c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station Advertiser has theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon, and to the extent that party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so apply to the media buying service, all references herein to Agency shall allowed.

If this contract is with a media buying service, all references herein to Agency shall allowed.

(d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on the face hereof.

(e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

Deal #

\$400.00 NM





WISN TV 759 N. 19th Street Milwaukee, Wi 53233

Main: (414)342-8812 Billing: (781)433-4283

www.wisn.com

Billing Address:

Cross Roads Media Attention: Accounts Payable 66 Canal Center Plaza Suite 555 Alexandria, VA 22314

Send Payment To: WISN TV PO Box 26879

Lehigh Valley, PA 18002-6879

10/26/12

1 WISN F

11:57 PM Jimmy Kimmel

Invoice # Invoice Date Invoice Month Invoice Period 962682-1 10/28/12 October 2012 10/01/12 - 10/28/12

Station Account Executive Sales Office Sales Region WISN HRP -Washingte National Will Hildebrandt

Advertiser Product Estimate Number American Crossroads AMERICAN CROSSROADS 1135

> Flight Dates Order # Alt Order # 10/23/12 - 10/29/12 962682 06368269

> > Billing Type

Cash

Special Handling

Billing Calendar

Broadcast

IDB# Advertiser Code Product Code 11 27

Agency Ref Advertiser Ref

:30 WISNTV09ACH

Spots/ Line Start Date End Date Description Start/End Time Week **MTWTFSS** Length Rate Type 1 10/23/12 DR. OZ ON 10/28/12 1a-2a ----1--:30 \$50.00 NM Start Date **MTWTFSS** Weeks: **End Date** Spots/Week Rate ----1--\$50.00 10/22/12 10/28/12 Spots: # Ch Air Time Description Start/End Time Day Air Date Length Ad-ID Rate Type 1 WISN F 10/26/12 1:13 AM DR. OZ ON 1a-2a :30 WISNTVO9ACH \$50.00 NM 2 10/23/12 10/28/12 Late News 10PM 10-1030p ----1--:30 \$3,000.00 NM End Date **MTWTFSS** Weeks: Start Date Spots/Week Rate 10/28/12 ----1--\$3,000.00 10/22/12 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WISN F 10/26/12 10:13 PM Late News 10PM 10-1030p :30 WISNTV09ACH \$3,000.00 NM 10/28/12 3 10/23/12 The View 10-11am ----1---:30 \$2,000.00 NM Start Date **End Date MTWTFSS** Spots/Week Weeks: Rate 10/22/12 10/28/12 ----1--\$2,000.00 Day Air Date Start/End Time Spots: # Ch Air Time Description Length Ad-ID Rate Type 1 WISN F 10/26/12 10:32 AM The View :30 WISNTV09ACH 10-11am \$2,000.00 NM 4 10/23/12 10/28/12 Late News 1030PM 1030p-11p ----1--:30 \$1,500.00 NM End Date **MTWTFSS** Start Date Spots/Week Weeks: Rate ----1--10/22/12 10/28/12 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WISN F 10/26/12 10:48 PM Late News 1030PM 1030p-11p :30 WISNTV09ACH \$1,500.00 NM 5 10/23/12 10/28/12 Nightline 11p-1130p ----1--:30 \$1,000.00 NM **MTWTFSS** Weeks: Start Date **End Date** Spots/Week Rate 10/28/12 ----1.--\$1,000.00 10/22/12 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type :30 WISNTV09ACH 1 WISN F 10/26/12 11:20 PM Nightline 11p-1130p \$1,000.00 NM 6 10/23/12 10/28/12 Jimmy Kimmel 1130-1230a ----1--:30 \$400.00 NM Start Date **MTWTFSS** Rate Weeks: **End Date** Spots/Week 10/28/12 ----1--10/22/12 \$400.00 Spots: # Ch Air Time Description Start/End Time Day Air Date Length Ad-ID Rate Type

1130-1230a



D. J. INVOICE A TE

<u>Advertiser</u>	Product	Estimate Number
American Crossroads	AMERICAN CROSSROADS	1135

Line Start Date	e End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
6 10/23/12	10/28/12	Jimmy Kimmel	1130-1230a	1	:30	1	\$400.00	NM	
7 10/23/12	10/28/12	ANDERSON COOPER	M-F 11A-12P	1	:30	1	\$250.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/121	Spots/Week 1	<u>Rate</u> \$250.00					
Spots: <u>#</u> C		<u>Date</u> <u>Air Time</u> <u>Descri</u> /26/12 11:56 AM ANDE		Start/End Time M-F 11A-12P		<u>h Ad-ID</u> O WISNTVO9.	ACH		<u>Rate</u> <u>Type</u> \$250.00 NM
8 10/23/12	10/28/12	ET M-F	1230a-1a	1	:30	1	\$100.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/121	Spots/Week 1	<u>Rate</u> \$100.00					
Spots: # C		<u>Date</u> <u>Air Time</u> <u>Descri</u> /26/12 12:48 AM ET M-I		Start/End Time 1230a-1a		h <u>Ad-ID</u> 0 wisntv09.	ACH		<u>Rate</u> <u>Type</u> \$100.00 NM
9 10/23/12	10/28/12	KATIE COURIC	M-F 2-3P	1	:30	1	\$400.00	NM	
Weeks:	Start Date 10/22/12	End Date <u>MTWTFSS</u> 10/28/121	Spots/Week 1	<u>Rate</u> \$400.00					
	h <u>Day Air</u> /ISN F 10/			Start/End Time M-F 2-3P	***************************************	h <u>Ad-ID</u> 0 wisntv09,	<b>ACH</b>		<u>Rate Type</u> \$400.00 NM
10 10/23/12	10/28/12	DR. OZ	4P-5P	1	:30	1	\$750.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/121	<u>Spots/Week</u> 1	<u>Rate</u> \$750.00					, .
. –	h <u>Day Air</u> /ISN <i>F 10</i> /	/26/12 DR. O		Start/End Time 4P-5P	<u>Lengt</u> :0	h <u>Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$750.00 NM
2 W		70.2 /28/12	ews SU 1030PM	1030p-11p	:3	0 WISNTV09	ACH		\$750.00 NM
11 10/23/12	10/28/12	News M-F 430a	430-5a	1	:30	1	\$150.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$150.00					
Spots: <u>#</u> C 1 W		Date Air Time Descrip 26/12 4:42 AM News N		Start/End Time 430-5a		h <u>Ad-ID</u> O wishtv09,	ACH		<u>Rate</u> <u>Type</u> \$150.00 NM
12 10/23/12	10/28/12	News M-F 5p	5-530pm	1	:30	1	\$1,800.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/121	Spots/Week 1	<u>Rate</u> \$1,800.00					
Spots: <u>#</u> C 1 W		Date         Air Time         Descrip           26/12         5:22 PM News News News News News News News News		Start/End Time 5-530pm		h <u>Ad-ID</u> O WISNTVO9/	ACH		Rate Type \$1,800.00 NM
13 10/23/12	10/28/12	News M-F 5a	5-6A	1	:30	1	\$1,000.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/121	Spots/Week 1	<u>Rate</u> \$1,000.00					
Spots: # Cl		Date         Air Time         Descrip           26/12         5:53 AM News News		Start/End Time 5-6A		h <u>Ad-ID</u> O WISNTVO9/	ACH		Rate Type \$1,000.00 NM
14 10/23/12	10/28/12	News M-F 6p	6-630pm	1	:30	1	\$3,500.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$3,500.00					<u>.</u> .
Spots: # Cl		Date Air Time Descrip 26/12 6:14 PM News N		Start/End Time 6-630pm		h <u>Ad-ID</u> O wisntvog	АСН		Rate Type \$3,500.00 NM



INVOICE

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 962682-1 | 10/28/12 | October 2012 | 10/01/12 - 10/28/12

Advertiser Product Estimate Number
American Crossroads AMERICAN CROSSROADS 1135

www.wisn.com									
Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
14 10/23/12	10/28/12	News M-F 6p	6-630pm	1	:30	1	\$3,500.00	NM	
15 10/23/12	10/28/12	Entertainment Tonight	630p-7pm	1	:30	1	\$3,000.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/121	Spots/Week 1	Rate \$3,000.00					
Spots: <u>#</u> C 1 W		<u>Date</u> <u>Air Time</u> <u>Descrip</u> /26/12 6:41 PM Entertai		Start/End Time 630p-7pm		h <u>Ad-ID</u> O wisntvo	99ACH		<u>Rate</u> <u>Type</u> \$3,000.00 NM
16 10/23/12	10/28/12	LIVE WITH KELLY & M	IC9-10am	1	:30	1	\$1,000.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/121	Spots/Week 1	<u>Rate</u> \$1,000.00					
Spots: <u>#</u> C 1 W		Date Air Time Descrip /26/12 9:35 AM LIVE W	<u>tion</u> ITH KELLY & MICH	Start/End Time IAEL 9-10am		<u>h Ad-ID</u> O WISNTVO	9ACH		<u>Rate</u> <u>Type</u> \$1,000.00 NM
35 10/23/12	10/28/12	Late News Sa 10pm	10-1035p	1-	:30	1	\$850.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/121-	Spots/Week 1	<u>Rate</u> \$850.00					
Spots: <u>#</u> C 1 W		/27/12 11:16 PM Late Ne		Start/End Time 10-1035p		h <u>Ad-ID</u> O wishtvo	9ACH		<u>Rate</u> <u>Type</u> \$850.00 NM
36 10/23/12	10/28/12	INSIDE THE HUDDLE	INSIDE HUD 103	5¢1-	:30	1	\$250.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/121-	Spots/Week 1	<u>Rate</u> \$250.00					-
Spots: <u>#</u> C 1 W	h <u>Day Air</u> ISN Sa 10/			Start/End Time INSIDE HUD 10		h <u>Ad-ID</u> O wishtv0	9ach		<u>Rate</u> <u>Type</u> \$250.00 NM
37 10/23/12	10/28/12	Badger	230p-6p	1-	:30	1	\$20,000.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/121-	Spots/Week 1	<u>Rate</u> \$20,000.00					
Spots: <u>#</u> Ci 1 W	h <u>Day Air</u> ISN Sa 10/		tion .	Start/End Time 230p-6p		<u>h Ad-ID</u> O wisntv0	9асн		Rate Type \$20,000.00 NM
38 10/23/12	10/28/12	Sa 458-6a	456-6AM	1-	:30	1	\$250.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/121-	Spots/Week 1	<u>Rate</u> \$250.00					
Spots: <u>#</u> Cl 1 W	n <u>Day Air</u> ISN Sa 10/			Start/End Time 456-6AM		<u>h Ad-ID</u> 0 wisntv0	9асн		<u>Rate</u> <u>Type</u> \$250.00 NM
39 10/23/12	10/28/12	News Sa 6p-630p	6-630pm	1-	:30	1	\$1,000.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/121-	Spots/Week 1	<u>Rate</u> \$1,000.00					
Spots: <u>#</u> Cl <i>1</i> W	n <u>Day Air</u> ISN <i>Sa 10/</i> <i>Credited</i>		<u>ion</u> a 6p-630p	Start/End Time 6-630pm	<u>Lengt</u> :0	<u>h</u> <u>Ad-ID</u> 0			Rate Type \$1,000.00 NM
40 10/23/12	10/28/12	BIG 12 SPORTS SATUR	RI630-7p, 6-630p	1-	:30	1	\$500.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS1-	Spots/Week 1	<u>Rate</u> \$500.00					, , , , , , , , , , , , , , , , , , , ,
Spots: <u>#</u> Cł 1 W			<u>ion</u> SPORTS SATURDA	Start/End Time		h <u>Ad-ID</u> 0 wisntv0	9асн		<u>Rate</u> <u>Type</u> \$500.00 NM



INVOICE #

Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROADS	1135

Line Start Date	e End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
41 10/23/12	10/28/12	News Sat 7-9a	7-9am	1-	:30	1	\$500.00	NM	
Weeks: Spots: # 0 1 V	10/22/12			<u>Rate</u> \$500.00 <u>Start/End Time</u> 7-9am		h <u>Ad-ID</u> O wisntvos	ЭАСН	_	<u>Rate</u> <u>Type</u> \$500.00 NM
42 10/23/12	10/28/12	Late News 10pm	10p-1030p	1	:30	1	\$3,000.00	NM	
Weeks: Spots: # 0 1 V	Start Date 10/22/12 Ch <u>Day Ai</u> VISN Su 10	10/28/121 Date <u>Air Time</u> Descri		<u>Rate</u> \$3,000.00 <u>Start/End Time</u> 10p-1030p		h <u>Ad-ID</u> 0 wisntvos	ЭАСН		<u>Rate</u> <u>Type</u> \$3,000.00 NM
43 10/23/12	10/28/12	Chris Matthews	1030a-11a	1	:30	1	\$150.00	NM	
Weeks: Spots: <u>#</u> C 1 V	Start Date 10/22/12 Ch <u>Day Air</u> VISN Su 10	10/28/121 <u>Date Air Time Descri</u>		<u>Rate</u> \$150.00 <u>Start/End Time</u> 1030a-11a		h <u>Ad-ID</u> 0 wisntvos	) АСН		<u>Rate</u> <u>Type</u> \$150.00 NM
44 10/23/12	10/28/12	Upfront	11-1130p	1	:30	1	\$200.00	NM	
Weeks: Spots: <u>#</u> C	<u>Start Date</u> 10/22/12 Ch <u>Day Air</u> VISN Su 10			<u>Rate</u> \$200.00 <u>Start/End Time</u> 11-1130p	***************************************	h <u>Ad-ID</u> O wisntvog	)ACH		<u>Rate</u> <u>Type</u> \$200.00 NM
45 10/23/12	10/28/12	Su 458-6a	458-6AM	1	:30	1	\$200.00	NM	\$200.00 NW
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/121 Date Air Time Descri	Spots/Week 1	Rate \$200.00 Start/End Time	l enati	h Ad-ID			Rate Type
	/ISN Su 10			458-6AM		O WISNTVOS	)ACH		\$200.00 NM
46 10/23/12	10/28/12	News Sun 530pm	530-6p	1	:30	1	\$1,000.00	NM	<u>,                                      </u>
Weeks: Spots: <u>#</u> C 1 W	<u>Start Date</u> 10/22/12 h <u>Day Air</u> /ISN Su 10/			<u>Rate</u> \$1,000.00 <u>Start/End Time</u> 530-6p		n <u>Ad-ID</u> ) wisntv09	<del>J</del> ACH		<u>Rate</u> <u>Type</u> \$1,000.00 NM
47 10/23/12	10/28/12	Sun GMA	6-7a	1	:30	1	\$400.00	NM	
Weeks: Spots: <u>#</u> C 1 W	<u>Start Date</u> 10/22/12 h <u>Day Air</u> /ISN Su 10/			Rate \$400.00 <u>Start/End Time</u> 6-7a		<u>1 Ad-ID</u> ) wisntv09	JACH		<u>Rate</u> <u>Type</u> \$400.00 NM
48 10/23/12	10/28/12	News Sun 7-9a	7-9am	1	:30	1	\$400.00	NM	
Weeks: Spots: <u>#</u> C 1 W		End Date MTWTFSS 10/28/121 Date Air Time Descrip 28/12 7:58 AM News S		Rate \$400.00 <u>Start/End Time</u> 7-9am		<u>1 Ad-ID</u> ) wisntv09	АСН		Rate Type \$400.00 NM
49 10/23/12	10/28/12	Sun 9-930a	9-930a	1	:30	1	\$2,500.00	NM	
Weeks: Spots: <u>#</u> Cl	Start Date 10/22/12 h <u>Day</u> Air	End <u>Date</u> <u>MTWTFSS</u> 10/28/121 <u>Date</u> <u>Air Time</u> <u>Descrip</u>	Spots/Week 1 otion	Rate \$2,500.00 Start/End Time	Length	n <u>Ad-ID</u>			Rate Type



DUINVOICE

Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROADS	1135

Line   Start Date   End Date   Description   Start/End Time   MTNTFSS   Length   Week   Rate   Type	www.wis	sn.com						Spots/			
Spots: g Ch   Day Air Date   Air Time   Description   1 WISN Su   10/28/12   9:24 AM Sun 9-930a   9-930a   3:30 w/snrv09AcH   \$2,500.00   NM	Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
1 WISN Su   10/28/12   9:24 AM Sun 9:930a   9:930a   330 WISNITY09ACH   \$2,500.00 NM	49	10/23/12	10/28/12	Sun 9-930a	9-930a	1	:30	1	\$2,500.00	NM	
Weeks:   Start Date   End Date   MINTESS   Spots/Week   Start Date   International Processing	5	-							9асн		<u>Rate</u> <u>Type</u> \$2,500.00 NM
Spots: # Ch	50	10/23/12	10/28/12	DR. OZ ON	1a-2a	1	:30	1	\$50.00	NM	
1 WISN Th   10/25/12	V	Veeks:			Spots/Week 1					***************************************	
Weeks:   Start Date   End Date   MTWTESS   Spots/Week   Start Date   10/22/12   10/28/12  1   1   1   1   1   1   1   1	S								9асн		<u>Rate</u> <u>Type</u> \$50.00 NM
Spots: #Ch   Day Air Date   Air Time   Description   10-1030p	51	10/23/12	10/28/12	Late News 10PM	10-1030p	1	:30	1	\$3,000.00	NM	
1 WISN Th   10/25/12   10/25 PM Late News 10PM   10-1030p   :30 WISNTV09ACH   \$3,000.00 NM	V	Veeks:			Spots/Week 1						
Weeks:   Start Date   End Date   MTWTFSS   Spots/Week   Start Date   In/0/28/12   10/28/12   10/37 AM The View   10-11am   Start/End Time   Length Ad-ID   Rate   Type   Start/End Time   Length Ad-ID   Start/End Time	S				<del></del>				9асн		<u>Rate</u> <u>Type</u> \$3,000.00 NM
10/22/12   10/28/12  1   1   \$2,000.00   Start/End Time   Length Ad-ID   Rate   Typ   \$2,000.00   N	52 1	10/23/12	10/28/12	The View	10-11am	1	:30	1	\$2,000.00	NM	
1 WISN Th	٧	Veeks:									
Weeks:   Start Date   End Date   MTWTFSS   Spots/Week   10/22/12   10/28/12  1   1   \$1,500.00	S					-			99ACH		<u>Rate Type</u> \$2,000.00 NM
Spots: # Ch   Day   Air Date   Air Time   Description   Start/End Time   Length   Ad-ID   Rate   Tyr	53 1	10/23/12	10/28/12	Late News 1030PM	1030p-11p	1	:30	1	\$1,500.00	NM	
Spots: # Ch   Day   Air Date   Air Time   Description   Start/End Time   Length   Ad-ID   Rate   Tyr	٧	Veeks:			Spots/Week 1						
Weeks:         Start Date 10/22/12         End Date 10/28/12         MTWTFSS1         Spots/Week 10/22/12         Rate 1/10/22/12         Tyr. Start/End Time 1/10/20/00         Length Ad-ID 1/10/20/00         Rate Tyr. Start/End Time 1/10/20/00         Length Ad-ID 1/10/20/00         Rate Tyr. Start/End Time 1/10/20/00         Length Ad-ID 1/10/20/00         Rate Tyr. Start Date 1/10/22/12         End Date 1/10/20/00         MTWTFSS 1/10/20/00         Spots/Week 1/10/22/12         Rate Tyr. Start/End Time 1/10/20/00         Length Ad-ID 1/10/20/00         Rate Tyr. Start/End Time 1/10/20/00         Length Ad-ID 1/10/20/00         Rate Tyr. Start/End Time 1/10/20/00         Length Ad-ID 1/10/20/00         Rate Tyr. Start/End Time 1/10/20/00         Rate Tyr. Start/End Time 1/10/20/00         Length Ad-ID 1/10/20/00         Rate Tyr. Start/End Time 1/10/20/00         Ra	S	. –				Start/End Time			9АСН		<u>Rate</u> <u>Type</u> \$1,500.00 NM
Spots: # Ch   Day   Air Date   Air Time   Description   Start/End Time   Length   Ad-ID   Rate   Tyr.	54 1	0/23/12	10/28/12	Nightline	11p-1130p	1	:30	1	\$1,000.00	NM	
1 WISN Th       10/25/12       11:19 PM Nightline       11p-1130p       :30 wisntv09ach       \$1,000.00 N         55 10/23/12       10/28/12       Jimmy Kimmel       1130-1230a      1       :30       1 \$400.00 NM         Weeks: Start Date 10/22/12       End Date 10/28/12       MTWTFSS Spots/Week 2400.00       Rate 10/22/12       Start/End Time 1130-1230a       Length Ad-ID 1130-1230a       Rate Type 1130-1230a         Spots: # Ch Day Air Date 10/28/12       ANDERSON COOPER M-F 11A-12P      1       :30       1 \$250.00 NM         Weeks: Start Date 10/22/12       End Date 10/28/12       MTWTFSS Spots/Week 10/28/10       Rate 10/22/12       Rate 10/28/12         Spots: # Ch Day Air Date Air Time Description       Start/End Time Length Ad-ID       Rate Type 10/28/12	V	Veeks:									<u>,</u>
Weeks:         Start Date 10/22/12         End Date 10/28/12         MTWTFSS 1 Spots/Week 3400.00         Rate 3400.00           Spots: # Ch Day Air Date 1 WISN Th 10/25/12         Air Time Description 1 Start/End Time 1130-1230a         Length Ad-ID 1130-1230a         Rate 17/12           56 10/23/12         10/28/12         ANDERSON COOPER M-F 11A-12P        1         :30 1 \$250.00 NM           Weeks: Start Date 10/22/12         End Date 10/28/12         MTWTFSS 1/21         Spots/Week 1/250.00         Rate 1/250.00           Spots: # Ch Day Air Date Air Time Description         Start/End Time Length Ad-ID         Rate 1/250.00	s	-							9ACH		<u>Rate Type</u> \$1,000.00 NM
Spots: # Ch   Day   Air Date   Air Time   Description   Start/End Time   Length   Ad-ID   Rate   Type   T	55 1	0/23/12	10/28/12	Jimmy Kimmel	1130-1230a	1	:30	1	\$400.00	NM	
Spots: # Ch         Day         Air Date         Air Time         Description         Start/End Time         Length         Ad-ID         Rate         Tyr           1 WISN Th         10/25/12         12:25 AM Jimmy Kimmel         1130-1230a         :30 wisntv09ACH         \$400.00 N           56 10/23/12         10/28/12         ANDERSON COOPER M-F 11A-12P        1         :30         1 \$250.00 NM           Weeks:         Start Date 10/28/12         End Date 10/28/12         MTWTFSS 10/28/12         Spots/Week 10/28/10         Rate 10/28/10           Spots: # Ch         Day         Air Date   Air Time   Description   Start/End Time   Length   Ad-ID   Rate   Typ	V	/eeks:									<u>,</u>
56 10/23/12       10/28/12       ANDERSON COOPER M-F 11A-12P      1       :30       1       \$250.00       NM         Weeks: Start Date 10/22/12       End Date MTWTFSS Spots/Week 10/22/12       Rate 10/22/12       10/28/12      1       1       \$250.00         Spots: # Ch Day Air Date Air Time Description       Start/End Time Length Ad-ID       Rate Type	S	. –	<u>Day Air</u>	Date Air Time Descrip		Start/End Time			9асн		<u>Rate</u> <u>Type</u> \$400.00 NM
10/22/12       10/28/12      1       1       \$250.00         Spots: # Ch       Day Air Date       Air Time Description       Start/End Time Length Ad-ID       Rate Type	56 1	0/23/12	10/28/12	ANDERSON COOPER	M-F 11A-12P	1	:30	1	\$250.00	NM	
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type	V	/eeks:			Spots/Week 1						
1 WISN Th 10/25/12 11:34 AM ANDERSON COOPER M-F 11A-12P :30 WISNTV09ACH \$250.00 N	Sı	_	<u>Day Air</u>	Date Air Time Descrip					9асн		<u>Rate</u> <u>Type</u> \$250.00 NM
57 10/23/12 10/28/12 ET M-F 1230a-1a1 :30 1 \$100.00 NM	57 1	0/23/12	10/28/12	ET M-F	1230a-1a	1	:30	1	\$100.00	NM	
Weeks:         Start Date         End Date         MTWTFSS         Spots/Week         Rate           10/22/12         10/28/12        1         1         \$100.00	V	/eeks:			Spots/Week 1						
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type	Sį	_	Day Air	Date Air Time Descrip		Start/End Time			9асн		<u>Rate Type</u> \$100.00 NM



INVOICE | Invoice # In

Advertiser	<u>Product</u>	Estimate Number
American Crossroads	AMERICAN CROSSROADS	1135

www.wisn.com						Spots/			
Line Start Date		Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
58 10/23/12	10/28/12	KATIE COURIC	M-F 2-3P	1	:30	1	\$400.00	NM	· · · · · · · · · · · · · · · · · · ·
Weeks:	Start Date 10/22/12	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$400.00					
Spots: <u>#</u> C	h <u>Day Air</u>	Date Air Time Descr		Start/End Time		h Ad-ID			Rate Type
1 V	VISN Th 10	/25/12 2:56 PM KATIE	COURIC	M-F 2-3P	:3	0 WISNTVO	9ach		\$400.00 NN
59 10/23/12	10/28/12	3-4p	3-4p	1	:30	1	\$1,250.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$1,250.00					
Spots: # C	h <u>Day Air</u>		<u>iption</u>	Start/End Time	<u>Lengti</u>	h Ad-ID			Rate Type
1 <u>V</u>	ISN Th 10	/25/12 3:59 PM 3-4p		3-4p	:30	O WISHTVO	9ACH		\$1,250.00 NM
60 10/23/12	10/28/12	DR. OZ	4P-5P	1	:30	1	\$750.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$750.00					
		Date Air Time Descr		Start/End Time		h Ad-ID			Rate Type
1 V	ISN Th 10/	25/12 4:23 PM DR. O	Z	4P-5P	:30	O WISHTVO	9ach		\$750.00 NM
61 10/23/12	10/28/12	News M-F 430a	430-5a	1	:30	1	\$150.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/121	Spots/Week 1	<u>Rate</u> \$150.00					
Spots: # C	h <u>Day Air</u>	Date Air Time Descri	<u>iption</u>	Start/End Time	Lengti	n Ad-ID			Rate Type
1 W	ISN Th 10/	25/12 4:42 AM News	M-F 430a	430-5a	:30	OVTASIW (	9ACH		\$150.00 NM
62 10/23/12	10/28/12	News M-F 5p	5-530pm	1	:30	1	\$1,800.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/121	Spots/Week 1	<u>Rate</u> \$1,800.00					
Spots: # C			**	Start/End Time		Ad-ID			Rate Type
1 W	ISN Th 10/	25/12 5:27 PM News	M-F 5p	5-530pm	:30	OVINSIN (	9ACH		\$1,800.00 NM
63 10/23/12	10/28/12	News M-F 5a	5-6A	1	:30	1	\$1,000.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS1	<u>Spots/Week</u> 1	<u>Rate</u> \$1,000.00					
Spots: # C		Date Air Time Descri		Start/End Time		<u>Ad-ID</u>			Rate Type
1 W	ISN Th 10/	25/12 5:25 AM News	M-F 5a	5-6A	:30	OVTNSIW (	9ACH		\$1,000.00 NM
64 10/23/12	10/28/12	News M-F 6p	6-630pm	1	:30	1	\$3,500.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS1	<u>Spots/Week</u> 1	<u>Rate</u> \$3,500.00					
Spots: # C				Start/End Time		Ad-ID			Rate Type
1 W	ISN Th 10/2	25/12 6:27 PM News	M-F 6p	6-630pm	:30	) WISNTVOS	9ACH		\$3,500.00 NM
65 10/23/12	10/28/12	News M-F 6p	6-630pm	1	:30	1	\$3,000.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$3,000.00					
Spots: # Cl		Date Air Time Descri		Start/End Time	Length	Ad-ID			Rate Type
1 W	ISN Th 10/2 See MG		M-F 6p	6-630pm	:00	)			\$3,000.00 NM
2 W	ISN Th 10/2 MG for 6	25/12 5:55 PM World	News Tonight	M-Su 530-6p	:30	) WISNTVO	ЭАСН		\$3,000.00 NM
66 10/23/12	10/28/12	LIVE WITH KELLY & N	/IIC9-10am	1	:30	1	\$1,000.00	NM	
				<b>5.79</b>			41,000.00	. 4141	



INVOICE //

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 962682-1 | 10/28/12 | October 2012 | 10/01/12 - 10/28/12

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Advertiser Product Estimate Number

American Crossroads AMERICAN CROSSROADS 1135

Line   Start Date   End Date   Description   StartCent Time   More   More   Top   Start Date   End Date   Control   StartCent   Start Date   End Date   More   Start Date   Start Date   End Date   More   Start Date   End Date   More   Start Date   Start Date   End Date   More   Start Date   S	www.wisn.com							Spots/			
Weeks:   Start Date	Line Start Date	e End Date	Descripti	on	Start/End Time	MTWTFSS	Length	•	Rate	Туре	
Spotist   Ch Day Al Date   All Time   Description   StartEnd Time   Length Ad-ID   Start   Spotist   Ch Day Al Date   All Time   Description   StartEnd Time   Length Ad-ID   StartEnd Time   Spotist   Ch Day Al Date   All Time   Description   StartEnd Time   Length Ad-ID   Start   Date   Spotist   Ch Day Al Date   All Time   Description   StartEnd Time   Length Ad-ID   Spotist   Ch Day All Date   All Time   Description   StartEnd Time   Length Ad-ID   Spotist   Ch Day All Date   All Time   Description   StartEnd Time   Length Ad-ID   Spotist   Ch Day All Date   All Time   Description   StartEnd Time   Length Ad-ID   Spotist   Ch Day All Date   All Time   Description   Spotist   Ch Day All Date   All Date   All Time   Description   StartEnd Time   Length Ad-ID   Spotist   Ch Day All Date   All Time   Description   Spotist   Spotist   Ch Day All Date   All Time   Description   Spotist   Spotist	66 10/23/12	10/28/12	LIVE WIT	TH KELLY & N	/ilC9-10am	1	:30	1	\$1,000.00	NM	
Spots # Ch Day Al-Date	Weeks:										
Fig. 10/23/12		Ch <u>Day Ai</u>			ption	Start/End Time			<b>^</b>		
Weeks:   Start Date   End Date   MTWTESS   Spots/Week   Start Date   10/22/12   10/28/12   1:13 AM DR. OZ ON   1:33 AM DR. OZ ON   1:43 AM DR. OZ OZ ON   1:43 AM DR. OZ											\$1,000.00 NM
10/22/12   10/28/12   -1	6/ 10/23/12					-1	:30	1	\$50.00	NM	
1 WISN Tu   10/23/12   Late News   10PM   10-1030p   -1	Weeks:	Start Date 10/22/12	End Date 10/28/12	<u>MTWTFSS</u> -1							
Section   Sect									D. CII		
Weeks:   Start Date   End Date   MINTESS   Spots/Week   Start Date											\$50.00 NM
10/23/12   10/28/12   10/13 PM Late News 10PM   10-1030p   33.00.00   33.00.00   NM	68 10/23/12				10-1030p	-L	:30	1	\$3,000.00	NM	
Spots: # Ch	Weeks:										
Weeks: Start Date	1					Start/End Time					
Weeks:   Start Date   10/22/12   10/28/12											\$3,000.00 NM
Spots: # Ch   Day Air Date   Air Time Description   10-11am   30 WISNITUOPACH   \$2,000.00   NM	69 10/23/12	10/28/12	The View		10-11am	-1	:30	1	\$2,000.00	NM	
Spots: # Ch	Weeks:			MTWTFSS -1							
To 10/23/12   10/28/12   Late News 1030PM   1030p-11p   -1   :30   1 \$1,500.00   NM	, –	h <u>Day Air</u>	<u>Date Air</u>		otion	Start/End Time	Length	Ad-ID			Rate Type
Weeks:   Start Date   End Date   MTWTESS   Spots/Week   S1,500.00   Start/End Time   Length Ad-ID   S1,000.00   NM						10-11am	:30	) WISNTVOS	ЭАСН		\$2,000.00 NM
Spots: # Ch   Day   Air Date   Air Time   Description   1 WISN Tu   10/23/12   Nightline   11p-1130p   -1   :30   1 \$1,000.00   NM	70 10/23/12	10/28/12	Late News	s 1030PM	1030p-11p	-1	:30	1	\$1,500.00	NM	
Spots: # Ch   Day   Air Date   Air Time   Description   1 WISN Tu   10/23/12   Nightline   11p-1130p   -1   :30   1 \$1,000.00   NM	Weeks:			MTWTFSS -1	Spots/Week						
Tols		h <u>Day Air</u>	Date Air	Time Descrip	<u>otion</u>	Start/End Time	<u>Length</u>	Ad-ID			Rate Type
Weeks:   Start Date   End Date   MTWTFSS   Spots/Week   Rate   10/22/12   10/28/12   -1   1   S1,000.00   Start/End Time   Length Ad-ID   Rate   Type   S1,000.00   NM	<i>t</i>			2 PM Late No	ews 1030PM	1030p-11p	:30	) WISNTVOS	ЭАСН		\$1,500.00 NM
Spots: # Ch   Day   Air Date   Air Time   Description   Start/End Time   Length Ad-ID   Start/End Time   Length Ad-ID   Start/End Time   Length Ad-ID   Start/End Time   Start	71 10/23/12	10/28/12	Nightline		11p-1130p	-1	:30	1	\$1,000.00	NM	
Spots: # Ch   Day   Air Date   Air Time   Description   11p-1130p   :30 WISNTV09ACH   \$1,000.00 NM	Weeks:										
Total   Tota						Start/End Time					Rate Type
Weeks:   Start Date   End Date   MTWTFSS   Spots/Week   Start/End Time   Length Ad-ID   Rate   Type							:30	) WISNTVO	)ACH		\$1,000.00 NM
Total   Type   Total   Total   Total   Type   Total	72 10/23/12	10/28/12	Jimmy Kir	nmel	1130-1230a	-1	:30	1	\$400.00	NM	
Spots: # Ch   Day   Air Date   Air Time   Description   130-1230a   130 wisntv09ach   Start/End Time   Length   Ad-ID   Start/End Time   Sta	Weeks:			***************************************	Spots/Week						
73 10/23/12 10/28/12 ANDERSON COOPER M-F 11A-12P -1 :30 1 \$250.00 NM  Weeks: Start Date 10/22/12 10/28/12 -1 1 \$250.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WISN Tu 10/23/12 11:36 AM ANDERSON COOPER M-F 11A-12P :30 WISNTV09ACH \$250.00 NM  74 10/23/12 10/28/12 ET M-F 1230a-1a -1 :30 1 \$100.00 NM  Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/22/12 10/28/12 -1 1 \$100.00	· —	h <u>Day Air</u>	Date Air	Time Descrip			<u>Length</u>	Ad-ID			Rate Type
Weeks:         Start Date 10/22/12         End Date 10/28/12         MTWTFSS 1/250.00         Spots/Week \$250.00         Rate \$250.00           Spots: # Ch Day 1 WISN Tu 10/23/12         Air Time Description 11:36 AM ANDERSON COOPER         Start/End Time M-F 11A-12P         Length Ad-ID 1:30 WISNTV09ACH         Rate Type \$250.00 NM           74 10/23/12         10/28/12         ET M-F         1230a-1a         -1         :30 1 \$100.00 NM           Weeks:         Start Date 10/22/12         End Date 10/28/12         MTWTFSS Spots/Week 10/28/12         Rate 5100.00	1 W	ISN Tu 10/	23/12 12:2	1 AM Jimmy	Kimmel	1130-1230a	:30	) WISNTVOS	)ACH		\$400.00 NM
Spots: # Ch   Day   Air Date   Air Time   Description   Start/End Time   Length   Ad-ID   Rate   Type	73 10/23/12	10/28/12	ANDERSO	ON COOPER	M-F 11A-12P	-1	:30	1	\$250.00	NM	
Spots: # Ch         Day         Air Date         Air Time         Description         Start/End Time         Length Ad-ID         Rate         Type           1 WISN Tu         10/23/12         11:36 AMANDERSON COOPER         M-F 11A-12P         :30 WISNTV09ACH         \$250.00 NM           74 10/23/12         10/28/12         ET M-F         1230a-1a         -1         :30 1 \$100.00 NM           Weeks:         Start Date 10/22/12         End Date 10/28/12         MTWTFSS 100.00         Spots/Week 100.00         Rate 10/22/12	Weeks:				Spots/Week					****	
74 10/23/12	· -	n <u>Day Air</u>	Date Air	Time Descrip			<u>Length</u>	Ad-ID			Rate Type
Weeks:         Start Date         End Date         MTWTFSS         Spots/Week         Rate           10/22/12         10/28/12         -1         1         \$100.00				6 AM ANDER	SON COOPER	M-F 11A-12P	:30	) WISNTVOS	JACH		\$250.00 NM
10/22/12 10/28/12 -1 1 \$100.00	74 10/23/12	10/28/12	ET M-F		1230a-1a	-1	:30	1	\$100.00	NM	·
	Weeks:				Spots/Week		NE.H				
	Spots: # Ch			_	tion '		Length	Ad-ID			Rate Type



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Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROADS	1135

Line Start Dat	e End Date	Description	Start/End Time	um.macc	طنعما	Spots/	Data	T	
74 10/23/12		ET M-F	1230a-1a	MTWTFSS	Length :30	Week 1	Rate \$100.00	Type NM	
Spots: # 6				Start/End Time		h Ad-ID	V.00.00	1410)	Data Time
		/23/12 12:42 AM ET M-F		1230a-1a		0 WISNTVO	9асн		<u>Rate Type</u> \$100.00 NM
75 10/23/12	10/28/12	KATIE COURIC	M-F 2-3P	-1	:30	1	\$400.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/12 -1	Spots/Week 1	<u>Rate</u> \$400.00					
Spots: # 0	Ch <u>Day Air</u>	Date Air Time Descrip	<u>otion</u>	Start/End Time		h <u>Ad-ID</u>			Rate Type
1 V	VISN Tu 10	/23/12 2:20 PM KATIE	COURIC	M-F 2-3P	:3	0 WISNTVOS	9ACH		\$400.00 NM
76 10/23/12	10/28/12	DR. OZ	4P-5P	-1	:30	1	\$750.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/12 -1	Spots/Week 1	<u>Rate</u> \$750.00					
	Ch <u>Day Air</u>	Date Air Time Descrip	otion	Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Type
1 V	VISN Tu 10/	23/12 4:39 PM DR. OZ	<u> </u>	4P-5P	:3	OVINSIW 0	ЭАСН		\$750.00 NM
77 10/23/12	10/28/12	News M-F 430a	430-5a	-1	:30	1	\$150.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/12 -1	Spots/Week 1	<u>Rate</u> \$150.00			18		
Spots: # 0			· ·	Start/End Time	Lengt	h Ad-ID			Rate Type
1 V	VISN Tu 10/	23/12 4:44 AM News N	Л-F 430a	430-5a	:3	OVINITYO	ЭАСН		\$150.00 NM
78 10/23/12	10/28/12	News M-F 5p	5-530pm	-1	:30	1	\$1,800.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/12 -1	Spots/Week 1	Rate \$1,800.00					
Spots: # C		Date Air Time Descrip	•	Start/End Time	Lengt	h Ad-ID			Rate Type
1 V	VISN Tu 10/	23/12 5:22 PM News N	/I-F 5p	5-530pm	:3	O WISHTVO	ЭАСН		\$1,800.00 NM
79 10/23/12	10/28/12	News M-F 5a	5-6A	-1	:30	1	\$1,000.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/12 -1	Spots/Week 1	<u>Rate</u> \$1,000.00					
Spots: # C		Date Air Time Descrip	•	Start/End Time	Lengti	h Ad-ID			Rate Type
1 V	VISN Tu 10/	23/12 5:52 AM News N	1-F 5a	5-6A	:3	O WISNTVOS	ЭАСН		\$1,000.00 NM
80 10/23/12	10/28/12	News M-F 6p	6-630pm	-1	:30	1	\$3,500.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/12 -1	Spots/Week	<u>Rate</u> \$3,500.00					
Spots: # C			tion_	Start/End Time	Lengt	h Ad-ID			Rate Type
1 V	/ISN Tu 10/	23/12 6:23 PM News M	1-F 6p	6-630pm	:3	OVINTVOS	)ACH		\$3,500.00 NM
81 10/23/12	10/28/12	Entertainment Tonight	630p-7pm	-1	:30	1	\$3,000.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/12 -1	Spots/Week 1	Rate \$3,000.00					<u>,</u>
Spots: <u>#</u> C			•	Start/End Time	<u>Lengti</u>	n Ad-ID			Rate Type
1 W	/ISN Tu 10/2		inment Tonight	630p-7pm		OVINITA C	ACH .		\$3,000.00 NM
82 10/23/12	10/28/12	HappyEnd/Apt23	Tue 8-9p	-1	:30	1	\$5,500.00	NM	
Weeks:	Start Date		Spots/Week	Rate					
Spots: # C	10/22/12 h <u>Day Air</u>	10/28/12 -1 <u>Date Air Time</u> <u>Descrip</u>	1 tion	\$5,500.00 Start/End Time	Lenati	n Ad-ID			Rate Type
	ISN Tu 10/2 See MG	23/12 НарруЕ	ind/Apt23	Tue 8-9p	:0				\$5,500.00 NM



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Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROADS	1135

Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
82 10/23/12	10/28/12	HappyEnd/Apt23	Tue 8-9p	-1	:30	1	\$5,500.00	NM	
Spots: # C 2 W	ISN Th 10		<u> </u>	Start/End Time Thu 8-9p		<u>h Ad-ID</u> O wisn⊤∨0	9АСН		<u>Rate</u> <u>Type</u> \$5,500.00 NM
83 10/23/12	10/28/12	LIVE WITH KELLY &	MIC9-10am	-1	:30	1	\$1,000.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/12 -1	Spots/Week 1	<u>Rate</u> \$1,000.00					
Spots: <u>#</u> C 1 W		Date Air Time Descr		Start/End Time		h <u>Ad-ID</u> O WISNTVO	9ach		<u>Rate</u> <u>Type</u> \$1,000.00 NM
84 10/23/12	10/28/12	DR. OZ ON	1a-2a	1	:30	1	\$50.00	NM	101111111111111111111111111111111111111
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/121	Spots/Week 1	<u>Rate</u> \$50.00					
Spots: <u>#</u> C 1 W	h <u>Day Air</u> ISN W 10	<u>Date</u> <u>Air Time</u> <u>Descri</u> /24/12 1:10 AM DR. O		Start/End Time 1a-2a		<u>h Ad-ID</u> O WISNTVO	9асн		<u>Rate</u> <u>Type</u> \$50.00 NM
85 10/23/12	10/28/12	Late News 10PM	10-1030p	1	:30	1	\$3,000.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/121	Spots/Week 1	<u>Rate</u> \$3,000.00					
Spots: <u>#</u> C 1 W	h <u>Day Air</u>		ption	Start/End Time 10-1030p		h <u>Ad-ID</u> O WISNTVO	9асн		<u>Rate Type</u> \$3,000.00 NM
86 10/23/12	10/28/12	The View	10-11am	1	:30	1	\$2,000.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/121	Spots/Week 1	<u>Rate</u> \$2,000.00				-	
	h <u>Day Air</u>	Date Air Time Descri 24/12 10:33 AM The Vi	<u>ption</u>	Start/End Time 10-11am		h <u>Ad-ID</u> O WISNTVO	9ACH		<u>Rate</u> <u>Type</u> \$2,000.00 NM
87 10/23/12	10/28/12	Late News 1030PM	1030p- <b>1</b> 1p	· · · · · · · · · · · · · · · · · · ·	:30	1	\$1,500.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$1,500.00					
Spots: <u>#</u> Cl 1 W		Date Air Time Descri 24/12 10:52 PM Late N		Start/End Time 1030p-11p		h <u>Ad-ID</u> O WISNTVO	9АСН		<u>Rate</u> <u>Type</u> \$1,500.00 NM
88 10/23/12	10/28/12	Nightline	11p-1130p	1	:30	1	\$1,000.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/121	Spots/Week 1	<u>Rate</u> \$1,000.00					
Spots: # Cl 1 W		Date Air Time Descri		Start/End Time 11p-1130p		n <u>Ad-ID</u> D wisntvo	9асн		<u>Rate</u> <u>Type</u> \$1,000.00 NM
89 10/23/12	10/28/12	Jimmy Kimmel	1130-1230a	I	:30	1	\$400.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/121	Spots/Week 1	<u>Rate</u> \$400.00			***************************************		
Spots: <u>#</u> Ct 1 W	Day Air	. 4. – 4 –	<u>otion</u>	Start/End Time 1130-1230a	_	n <u>Ad-ID</u> D wisntvo:	9асн		<u>Rate</u> <u>Type</u> \$400.00 NM
90 10/23/12	10/28/12	ANDERSON COOPER	M-F 11A-12P	1	:30	1	\$250.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$250.00					
Spots: <u>#</u> Ch 1 Wi	n <u>Day Air</u> SN W 10/2			Start/End Time M-F 11A-12P		<u>1 Ad-ID</u> D WISNTVO!	9асн		<u>Rate</u> <u>Type</u> \$250.00 NM





Invoice # Invoice Date Invoice Month Invoice Period 962682-1 10/28/12 October 2012 10/01/12 - 10/28/12

<u>Advertiser</u>	Product	Estimate Number
American Crossroads	AMERICAN CROSSROADS	1135

Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
90 10/23/12	10/28/12	ANDERSON COOPER	M-F 11A-12P	1	:30	1	\$250.00	NM	
91 10/23/12	10/28/12	ET M-F	1230a-1a	1	:30	1	\$100.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/121	Spots/Week	<u>Rate</u> \$100.00			-	****	
	h <u>Day Air</u> ISN W 10.	<u>Date</u> <u>Air Time</u> <u>Descript</u> /24/12 12:56 AM ET M-F	tion	Start/End Time 1230a-1a	<u>Length</u> :30	Ad-ID WISNTV09	)ACH		<u>Rate Type</u> \$100.00 NM
92 10/23/12	10/28/12	KATIE COURIC	M-F 2-3P	1	:30	1	\$400.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$400.00					
	n <u>Day Air</u> ISN W 10/	Date Air Time Descript /24/12 2:20 PM KATIE C		Start/End Time M-F 2-3P	Length :30	Ad-ID WISNTV09	JACH		<u>Rate Type</u> \$400.00 NM
93 10/23/12	10/28/12	3-4p	3-4p	1	:30	1	\$1,250.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$1,250.00					
Spots: <u>#</u> Cl 1 W	n <u>Day Air</u> SN W 10/	<u>Date</u> <u>Air Time</u> <u>Descript</u> 24/12 3:20 PM 3-4p	<u>ion</u>	Start/End Time 3-4p	<u>Length</u> :30	Ad-ID WISNTV09	ACH		<u>Rate Type</u> \$1,250.00 NM
94 10/23/12	10/28/12	DR. OZ	4P-5P	1	:30	1	\$750.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$750.00					
	<u>Day Air</u> SN W 10/	Date Air Time Descript	•	Start/End Time 4P-5P	<u>Length</u> :30	Ad-ID WISNTV09	ACH		<u>Rate</u> <u>Type</u> \$750.00 NM
95 10/23/12	10/28/12	News M-F 430a	430-5a	1	:30	1	\$150.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/121	Spots/Week 1	<u>Rate</u> \$150.00					
	Day Air	Date Air Time Descript 24/12 4:52 AM News M-	<u>ion</u>	Start/End Time 430-5a	<u>Length</u> :30	Ad-ID wisntv09	ACH		<u>Rate</u> <u>Type</u> \$150.00 NM
96 10/23/12	10/28/12	News M-F 5p	5-530pm	1	:30	1	\$1,800.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$1,800.00					
		Date Air Time Descripti 24/12 5:26 PM News M-		Start/End Time 5-530pm	Length	Ad-ID WISNTV09	ΔCH		<u>Rate</u> <u>Type</u> \$1,800.00 NM
97 10/23/12	10/28/12	News M-F 5a	5-6A	1	:30	1	\$1,000.00	NM	\$1,800.00 NW
Weeks:	Start Date 10/22/12	End Date MTWTFSS1	Spots/Week	Rate					
Spots: <u>#</u> Ch 1 Wi		Date Air Time Descripti		\$1,000.00 <u>Start/End Time</u> 5-6A	<u>Length</u> :30	Ad-ID WISNTV09	ACH		<u>Rate Type</u> \$1,000.00 NM
98 10/23/12	10/28/12	News M-F 6p	6-630pm	1	:30	1	\$3,500.00	NM	
Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/121	Spots/Week 1	Rate \$3,500.00					
Spots: <u>#</u> Ch 1 WI	Day Air I		····	Start/End Time 6-630pm	Length :30	Ad-ID WISNTV09/	АСН		Rate Type \$3,500.00 NM



Payment Terms 30 Days

Send Payment To: WISN TV PO Box 26879 Lehigh Valley, PA 18002-6879

Invoice # Invoice Date Invoice Month Invoice Period 962682-1 10/28/12 October 2012 10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROADS	1135

							Spots/			
Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
99	10/23/12	10/28/12	Entertainment Tonight	630p-7pm	1	:30	1	\$3,000.00	NM	
	Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/121	Spots/Week 1	<u>Rate</u> \$3,000.00				,	
	Spots: <u>#</u> Ch 1 Wi		<u>Date</u> <u>Air Time</u> <u>Descript</u> /24/12 6:42 PM Entertai		Start/End Time 630p-7pm		h Ad-ID O WISNTVO	99АСН		<u>Rate</u> <u>Type</u> \$3,000.00 NM
100	10/23/12	10/28/12	LIVE WITH KELLY & MI	C9-10am	1	:30	1	\$1,000.00	NM	
	Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/121	Spots/Week 1	<u>Rate</u> \$1,000.00					
	Spots: <u>#</u> Ch 1 Wi			<u>ion</u> TH KELLY & MICH	Start/End Time IAEL 9-10am		h <u>Ad-ID</u> 0 wisntv0	9ACH		<u>Rate</u> <u>Type</u> \$1,000.00 NM
101	10/27/12	10/27/12	Sign-on to Sign off	430a-430x	S-	:30	1	\$0.00	NM	
	Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/12\$-	Spots/Week 1	<u>Rate</u> \$0.00					
	Spots: <u>#</u> Ch 1 WI		Date         Air Time         Descript           /27/12         4:29 AM Sign-on		Start/End Time 430a-430x		<u>h Ad-ID</u> 0 wisntv0	9асн		Rate Type \$0.00 NM
					Total Spots	8	32			

Gross Total

\$117,800.00

Agency Commission

\$17,670.00

Net Amount Due

\$100,130.00





WISN TV 759 N. 19th Street Milwaukee, WI 53233 Main: (414)342-8812

Billing: (781)433-4283

Billing Address:

Cross Roads Media Attention: Accounts Payable 66 Canal Center Plaza Suite 555 Alexandria, VA 22314

Send Payment To:

WISN TV PO Box 26879 Lehigh Valley, PA 18002-6879

Invoice #	Invoice Date	Invoice Month	Invoice Period
962682-2	11/04/12	November 2012	10/29/12 - 10/29/12

<u>Station</u>	Account Executive	Sales Office	Sales Region
WISN	Will Hildebrandt	HRP -Washingto	National

American Crossroads	AMERIC	ا AN CROSSROADS	1135			
Fligh	t Dates	Order#	Alt Order #			

Agency Ref

ROSSROADS 113	· · · · · · · · · · · · · · · · · · ·
Order #	Alt Order #
962682	06368269
Billing Type	Deal#
Cash	<u>Bourn</u>
Advertiser Code	Product Code
11	27
	Order # 962682  Billing Type Cash

Advertiser Ref

Spots/ Start/End Time Week Line Start Date End Date Description **MTWTFSS** Length Rate Type 17 10/29/12 10/29/12 DR. OZ ON 1a-2a :30 \$50.00 NM Weeks: Start Date End Date **MTWTFSS** Spots/Week Rate 10/29/12 11/04/12 1----\$50.00 Spots: # Ch Air Time Description Start/End Time Length Ad-ID Day Air Date Rate Type 1 WISN M :30 WISNTV09ACH 10/29/12 1:41 AM DR. OZ ON 1a-2a \$50.00 NM Late News 10PM 18 10/29/12 10/29/12 10-1030p :30 \$3,000.00 NM Weeks: End Date **MTWTFSS** Spots/Week Rate Start Date 10/29/12 11/04/12 1-----\$3,000.00 Start/End Time Length Ad-ID Spots: # Ch Day Air Date Air Time Description Rate Type 1 WISN M 10/29/12 10:32 PM Late News 10PM 10-1030p :30 WISNTVO9ACH \$3,000.00 NM LR- Network Program Runover

19 10/29/12	10/29/12	The View	1	10-11am	1	:30	1	\$2,000.00	NM	
Weeks:	Start Date 10/29/12	End Date 11/04/12	<u>MTWTFSS</u> 1	Spots/Week 1	<u>Rate</u> \$2,000.00					
Spots: # C	h <u>Day Air</u>	Date Air	Time Descrip	otion_	Start/End Time	Length	Ad-ID			Rate Type
		/29/12 10:	31 AM The Vi	ew	10-11am	:30	wisntv0	9ACH		\$2,000.00 NM
20 10/29/12	10/29/12	Late New	s 1030PM	1030p-11p	1	:30	1	\$1,500.00	NM	
Weeks:	Start Date 10/29/12	End Date 11/04/12	MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$1,500.00					, .
Spots: # C	h <u>Day Air</u>	Date Air	Time Descrip	<u>otion</u>	Start/End Time	<u>Length</u>	Ad-ID			Rate Type
1 1 1	ISN M 10	/29/12 10:	53 PM Late No	ews 1030PM	1030p-11p	:30	WISNTV0	9асн		\$1,500.00 NM
21 10/29/12	10/29/12	Nightline		11p-1130p	1	:30	1	\$1,000.00	NM	
Weeks:	Start Date 10/29/12	End Date 11/04/12	MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$1,000.00					
Spots: # C	h <u>Day Air</u>	Date Air	Time Descrip	<u>otion</u>	Start/End Time	<u>Length</u>	Ad-ID			Rate Type
, -	/ISN M 10		53 PM Nightlir		11p-1130p	:30	WISNTVO	9асн		\$1,000.00 NM
22 10/29/12	10/29/12	Jimmy Ki	mmel	1130-1230a	1	:30	1	\$400.00	NM	
Weeks:	Start Date 10/29/12	End Date 11/04/12	<u>MTWTFSS</u> 1	Spots/Week 1	<u>Rate</u> \$400.00					



Invoice #

Invoice #	Invoice Date	Invoice Month	Invoice Period
962682-2	11/04/12	November 2012	10/29/12 - 10/29/12

Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROADS	

							Spots/			
Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
22	10/29/12	10/29/12	Jimmy Kimmel	1130-1230a	1	:30	1	\$400.00	NM	
	Spots: <u>#</u> Ch 1 Wi		r Date Air Time Descrip /29/12 12:31 AM Jimmy		Start/End Time 1130-1230a	·	<u>Ad-ID</u> WISNTV09	)ACH		<u>Rate</u> <u>Type</u> \$400.00 NM
23	10/29/12	10/29/12	ANDERSON COOPER	M-F 11A-12P	1	:30	1	\$250.00	NM	
	Weeks: Spots: # Ch 1 WI		End Date MTWTFSS 11/04/12 1 Date Air Time Descrip /29/12 11:57 AM ANDER	1 otion	<u>Rate</u> \$250.00 <u>Start/End Time</u> M-F 11A-12P		<u>1 Ad-ID</u> ) wisntv09	ACH		<u>Rate</u> <u>Type</u> \$250.00 NM
24	10/29/12	10/29/12	ET M-F	1230a-1a	1	:30	1	\$100.00	NM	
	Weeks: Spots: # Ch 1 WI	SN M 10	11/04/12 1		<u>Rate</u> \$100.00 <u>Start/End Time</u> 1230a-1a		<u>1 Ad-ID</u> ) wisntv09	ACH		<u>Rate</u> <u>Type</u> \$100.00 NM
25	10/29/12	10/29/12	KATIE COURIC	M-F 2-3P	1	:30	1	\$400.00	NM	
	Weeks: Spots: # Ch 1 WI		11/04/12 1		<u>Rate</u> \$400.00 <u>Start/End Time</u> M-F 2-3P		<u>1 Ad-ID</u> ) wisnt∨09	ACH .		<u>Rate</u> <u>Type</u> \$400,00 NM
26	10/29/12	10/29/12	3-4p	3-4p	1	:30	1	\$1,250.00	NM	
	Weeks: Spots: <u>#</u> Ch 1 Wi	10/29/12 <u>Day Air</u>	End <u>Date</u> <u>MTWTFSS</u> 11/04/12 1 <u>Date</u> <u>Air Time</u> <u>Descrip</u> (29/12 3:42 PM 3-4p	Spots/Week 1 tion	<u>Rate</u> \$1,250.00 <u>Start/End Time</u> 3-4p		<u>n Ad-ID</u> ) wisntv09	ACH		<u>Rate</u> <u>Type</u> \$1,250.00 NM
27	10/29/12	10/29/12	DR. OZ	4P-5P	1	:30	1	\$750.00	NM	
		SN M 10/	11/04/12 1 <u>Date Air Time Descrip</u> 29/12 4:26 PM DR. OZ		Rate \$750.00 Start/End Time 4P-5P	:30	1 <u>Ad-ID</u> ) wISNT√09			<u>Rate</u> <u>Type</u> \$750.00 NM
28	10/29/12	10/29/12	News M-F 430a	430-5a	1	:30	1	\$150.00	NM	
	Spots: # Ch		End Date         MTWTFSS           11/04/12         1           Date         Air Time         Descrip           29/12         4:51 AM News M		<u>Rate</u> \$150.00 <u>Start/End Time</u> 430-5a		1 <u>Ad-ID</u> ) wisntv09	ACH		<u>Rate</u> <u>Type</u> \$150.00 NM
29	10/29/12	10/29/12	News M-F 5p	5-530pm	1	:30	1	\$1,800.00	NM	
	Spots: # Ch		End Date MTWTFSS 11/04/12 1 Date Air Time Descrip 29/12 5:29 PM News M		<u>Rate</u> \$1,800.00 <u>Start/End Time</u> 5-530pm	Length :30	<u>Ad-ID</u> ) wisn⊤∨09	ACH		Rate Type \$1,800.00 NM
30	10/29/12	10/29/12	News M-F 5a	5-6A	1	:30	1	\$1,000.00	NM	
	Spots: <u>#</u> Ch		11/04/12 1		Rate \$1,000.00 <u>Start/End Time</u> 5-6A		ı <u>Ad-ID</u> ) wisntv09	ACH		<u>Rate</u> <u>Type</u> \$1,000.00 NM



Invoice Month Invoice # Invoice Date Invoice Period 962682-2 11/04/12 November 2012 10/29/12 - 10/29/12

<u>Advertiser</u>	Product	Estimate Number
American Crossroads	AMERICAN CROSSROADS	1135

						Spots/			
Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
30 10/29/12	10/29/12	News M-F 5a	5-6A	1	:30	1	\$1,000.00	NM	
31 10/29/12	10/29/12	News M-F 6p	6-630pm	1	:30	1	\$3,500.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 1	Spots/Week 1	Rate \$3,500.00					
Spots: # Cl				Start/End Time		<u>h</u> <u>Ad-ID</u>			Rate Type
1 W	ISN M 10	/29/12 5:59 PM News M	1-F 6p	6-630pm	:3	0 WISNTVO	9ACH		\$3,500.00 NM
32 10/29/12	10/29/12	Entertainment Tonight	630p-7pm	1	:30	1	\$3,000.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/12 1	Spots/Week 1	<u>Rate</u> \$3,000.00					
Spots: # Cl	n <u>Day Air</u>	Date Air Time Descrip	<u>tion</u>	Start/End Time	Lengt	h <u>Ad-ID</u>			Rate Type
1 W	ISN M 10/	/29/12 6:44 PM Entertai	nment Tonight	630p-7pm	:3	0 wisht∨0	9асн		\$3,000.00 NM
33 10/29/12	10/29/12	LIVE WITH KELLY & M	IC9-10am	1	:30	1	\$1,000.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/12 1	Spots/Week 1	<u>Rate</u> \$1,000.00					
Spots: # Ch	n <u>Day Air</u>	Date Air Time Descrip	<u>tion</u>	Start/End Time	Lengt	h Ad-ID			<u>Rate</u> <u>Type</u>
1 W	ISN M 10/	29/12 9:30 AM LIVE W	ITH KELLY & MICH	AEL 9-10am	:3	O WISNTVO	9ACH		\$1,000.00 NM
34 10/29/12	10/29/12	Castle	Mon 9-10p	1	:30	1	\$7,500.00	MM	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/12 1	Spots/Week 1	<u>Rate</u> \$7,500.00					
Spots: # Ch			tion	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WI	ISN M 10/	29/12 9:37 PM Castle		Mon 9-10p	:3	O WISHTVO	9асн		\$7,500.00 NM
				Total Spots	1	8			
							Gross Tota	İ	\$28,650.00

**Payment Terms 30 Days** 

Agency Commission \$4,297.50 Net Amount Due \$24,352.50